

The Nasturtium

THE MASSACHUSETTS HORTICULTURAL SOCIETY



PROGRAM REPORT

As so much of interest has happened not only in 1975 but also in the first few months of 1976, I would like to expand the time frame of this annual report on program to include some of the more recent events. Your Society has been very active during the past year and you should be aware of the innovations and changes that have taken place.

Through the work of Bill Thompson and the Exhibitions Committee, a number of new shows were presented in addition to our traditional Rose Show, Daffodil Show, Camellia Show, and Christmas Fair. Fundamental to all of these new exhibitions was a belief that joint ventures with similar institutions or specialized plant societies produced better results both in the number of people that would attend and also in the quality and scope of the material presented. We sponsored Design 200, a month long Bicentennial exhibition in cooperation with the Home and Garden Guild; Japan Days in cooperation with Ikebana International, The Bonsai Study Group, and the Northeast Bonsai Association, our Christmas Fair with the Garden Club Federation of Massachusetts, and a Begonia Show in cooperation with the Buxton Branch of the American Begonia Society. We also instituted a Vegetable Garden Show which was sponsored with the Suffolk County 4H program and which we hope to expand into a full-fledged Fall Harvest Show in 1976. I might add that in January of this year we conducted a most successful joint exhibition with the Massachusetts Orchid Society where we combined their superb exhibit with our Camellia Show which drew over 5000 people to Horticultural Hall.

Our Spring Flower and Garden Show held at the Commonwealth Armory had an attendance of over 94,000 people but this impressive figure was again topped this year despite a mid-week bout with a persistent snow storm where just over 98,000 people attended the exhibition. One can not help but think that 1977 will bring us over that ever elusive 100,000 mark which we get closer to each year.

Several new programs were introduced in the library during 1975. Due to the popularity of having a lecture coordinated with our rare book exhibit, a monthly series of programs was established. During the late winter and early spring lectures were given prior to Symphony on Friday afternoon on a number of subjects ranging from *Ikebana — The Art of Japanese Flower Arranging* by Mabel Herweg, to *How to Attract Birds to your Garden* by Frances Musgrave of the Audubon Society. With the wonderful response we received for this program, we decided to expand our presentation and offer a full lunch in addition to the lecture. Through the efforts of a committee chaired by Mrs. Frederick L. Good, three delicious lunches were given in the Fall of 1975 with as many as 85 people in attendance for each event.

Of late, many more people are being introduced to the library due to our making the reading room available to students during evening courses and also using this room for large lecture courses such as our month long Mushroom Series attended by over 100 people. We are also presenting our new authors evenings in the library where we invite prominent writers such as Dr. Donald Wyman and Thallassa Crusso to speak on a subject related to their most recent publica-

tion.

Last Spring our Society presented a joint exhibition with the French Library of Boston. This special exhibit of botanical books and prints was opened with a gala preview party highlighted by an illustrated lecture by George Pride on the *Exotic Garden of Monaco*. This marvelous reception was given through the patronage of her Serene Highness, Princess Grace of Monaco.

As is his custom, Mr. Henry Wendler continues to provide reliable horticultural information from the library via our "hot line" to hundreds of callers each week. This source of information still remains one of our most important services to our membership and the general public. Once again the library noted an increase in circulation with 5906 books being borrowed by our members from 28 states and 4 foreign countries.

The two year rare book restoration project has nearly reached completion with our last shipment of books recently being restored by the Harcourt Bindery of Boston. In support of this effort, we were again fortunate in receiving a \$700 matching grant from the Council of Arts and Humanities.

The consistent increase in our membership reflects the growing awareness of the general public in the value of joining as a member of the Horticultural Society. From December 1973 to December 1975 we have grown from 5,719 to 6,442 members. It is with particular pleasure that I can now report that as of May of this year we have broken the 7000 mark which is a tribute to our membership secretary Margaret Woolley and the conscientious and professional manner in which she manages that department. Revenue derived from membership has increased by over \$5000 in 1975

making our total income \$102,113.

In trying to make our new members feel more welcome we have increased the number of new member receptions and have recently instituted a free members evening program open to the full membership which features a speaker of importance from the world of horticulture. Roy Lancaster was our first lecturer and he came to us from Hilliers Nursery in England. I might add that this lecture was presented in cooperation with the Arnold Arboretum and we hope to continue this joint participation in the future.

The results of our annual appeal for this past year reflected an increase of \$3,100 from the previous year with a total of \$33,397 being raised through donations. Two bequests were also received for a total of \$14,000 from the Estates of Elsie Treat and Jane Thomas.

With our concern for keeping Horticultural Hall as our headquarters in Boston, several projects have been undertaken to improve the material condition of this fine building. A study was made by Thomas Rona Associates to determine what work was necessary to insure the structural and water tight integrity of the roof. Their report confirmed that the roof was structurally sound but that repairs had to be made to the gutters, parapet, and to the struts which connect the parapet to the roof itself. This will be a significant project when undertaken in 1976 but the financial constraints have been lessened due to our eligibility for matching grants from the Federal Government. In May of 1975 we were successful in our attempt to have Horticultural Hall listed on the National Register as an historical landmark. Due to this acceptance, we have already been awarded a \$10,000 matching grant to repaint and reglaze all the windows and repaint the balconies of Horticultural Hall. We anticipate doing this work in addition to the repairs to the roof during 1976.

Our concern for building improvements did not stop, however, with just repairs for the exterior. In recognizing that our lobby was a very dark and foreboding space which offered no sense of welcome to our members or the general public, we decided to give the front entrance a rather extensive face lifting. With the design assistance of John Cunningham from the architectural firm of Huygens and Tappe, we introduced new lighting, glass doors, a proper reception desk, fresh paint, and plants throughout the lobby. We now have an entrance which

is far more inviting and particular thanks should go to the Gillette Corporation, Chestnut Hill Garden Club, Beacon Hill Garden Club, and the numerous other individuals who donated a total of \$18,000 in support of this important project.

Of a less visible nature but certainly as important have been the repairs we have also made to several of our roof drains and the fire escape, the installation of a new emergency light system and new doors on the elevator, and the repainting of the classroom, hallway, and downstairs bathrooms. As we are all aware we have a wonderful building with historical significance and great potential which can serve as an excellent home for the Society if we are willing to work to restore it to its proper condition.

The Education Department has again grown in 1975 both in the size of its staff and the number of offerings we are presenting to our membership and the general public. Through our courses and classes we reached nearly 1000 students of which over 200 were non-members. The total number of course hours increased from 254 in 1974 to 308 in 1975. We were particularly pleased with the development of a more comprehensive treatment of particular subjects as represented by our Horticultural Botany Series and our programs on pests and diseases.

The most exciting educational innovation has come with the arrival of our Plant Mobile. Keying on the success of our plant clinics in 1974, we made an investment in a Ford van and put our program of clinics on the road. During the summer we participated with the City of Boston in Summerthing and Jamboree where we visited over 100 neighborhoods. After the completion of this project, we hired Mary Stone as the Plant Mobile Coordinator and since January of this year have made 62 presentations throughout the greater Boston area. Programs have been developed which range from puppet shows which explain to children the basic principles of horticulture to presentations on horticultural therapy geared for Senior Citizens. We now have a mobile educational unit which has generated excellent publicity for the Society, and which has the potential of also becoming a profit center as well as being an important educational service to the public.

The Taylor Greenhouse in Waltham continues to be our most important teaching resource available to the Education Department. Properly run by Eleanor Thatcher, the greenhouse

still succeeds in operating on a break-even basis due to the success of our bi-annual plant sales planned and executed by Jean Stone and her committee.

In the way of educational offerings for children, our ever effective Hub Box program continues to train volunteers to teach in the elementary schools of the Boston School System. Under the leadership of Sylvia Fee and the rest of her committee and through the financial support of numerous garden clubs, we succeeded in training 41 new volunteers in 1975 as well as 12 veterans that returned for the refresher course. In addition we have recently broken ground in a new area of children's education. Through the efforts of our coordinator Sandra Hudson, we are attempting to develop an accredited course for elementary school teachers, the subject of which will be "Plants of Childhood". With our commitment to cooperative ventures and our belief in the interdisciplinary approach to education, we are developing this exciting new program with members from the Massachusetts Audubon Society, Boston Museum of Fine Arts, Museum of Science, New England Aquarium, and Musical Resources. We are now in the process of program development and are scheduled to offer the first full course in a college within Massachusetts this coming fall semester.

In recognizing that there were an unlimited number of places of horticultural interest on this globe, we decided to expand the scope of our tour offerings and do it in cooperation with the Arnold Arboretum. As a result of this decision we succeeded in sending in February a group of 21 people to Florida on a plant study tour led by Dr. Richard Howard. Another group of 31 people led by George Pride of the Arnold Arboretum and myself is presently participating in an eight day tour to Monaco with the highlight being our attendance at the International Flower Show. I might add that there was a waiting list of over 45 people for this tour which bodes well for future joint ventures of this nature. We have also continued to offer our local tours in the New England area and have 7 new trips scheduled for 1976.

It should be noted in conclusion that on occasion we have heard the chairman of the Education Committee say in reference to the Horticultural Society that "the joint was really beginning to jump". This particular statement means a great deal to me as activity and real participation by our

membership and the public has been one of our most important goals. The staff has worked hard to produce a broader spectrum of events and in this respect I feel we have been quite successful. A new spirit has been injected into the Society and a growing recognition that we are indeed an educational service organization that is capable of helping people in a friendly yet professional manner.

HORTICULTURE REPORT

Six or seven years ago, the magazine HORTICULTURE had the dubious honor of being the major loss leader for the Society, having been primarily responsible for the staggering annual deficits. Now the situation is reversed, with the magazine being a very significant contributor to our greatly improved financial condition, and providing continuing support for various programs that are non-profitable.

For several years, a group of trustees were activists in wanting to sell or merge the magazine, claiming that it took too large a percentage of the total effort, we were incurring an ever increasing fulfillment liability, and serious questions were raised as to whether the Society should be publishing a national magazine — in other words, the tail was wagging the dog. I think all those questions and doubts are now laid to rest and the Trustees and members are loyal supporters of HORTICULTURE. The tail does not necessarily wag the dog — it is just glad to be part of the overall healthy animal.

Two years ago last February, Bob Fibkins arrived on the scene as our in-house publisher — the first in six years, and he has been building a new staff to produce a better, more profitable magazine with the emphasis on bringing experienced, professional people. Paul Trachtman, our editor, came aboard last summer. Other newcomers are Bruce McIntosh, art director, Connie Clarke, production manager, Tom Curtin, advertising manager, Chris Whipple, assistant editor, and Prentiss Johnson in circulation. I would also like to mention that Ed Steffek, our previous editor, retired last summer, and this June, Art King, our advertising director, will be retiring after over 20 years of outstanding service. By the way, this year's budget shows a potential profit for the magazine of over \$140,000 including provisions for the additional people.

I am sure that all of you have noticed the improved content of the

magazine over the past year, which is reflected in our improved renewal rate, and our increased circulation, now over 150,000 subscribers.

Perhaps the most significant recognition of the new HORTICULTURE has been the receipt of two awards within the past five weeks. HORTICULTURE magazine was one of the 200 pieces judged worthy of permanent record in the annals of New England communication. The magazine received an award for Distinctive Merit for Cover Design for the January 1976 and September 1975 covers, and recognition for Editorial Design for a number of issues. The magazine also won a 1976 National Magazine Award, along with AUDUBON, BUSINESS WEEK, ESSENCE, MODERN MEDICINE, TIME and the UNITED MINE WORKERS JOURNAL. Each magazine received a silver plaque and a reproduction of Alexander Calder's stabile "Elephant". The field HORTICULTURE won in was Visual Excellence — "To HORTICULTURE for accomplishing in 1975, extensive and well-considered design changes in typography, layout, and selection of illustrations which result in outstanding visual presentation of its specialized material".

I am proud of the magazine and its contribution to the Society, both financially and aesthetically, and on behalf of the Publications Committee, I wish to thank Bob Fibkins, Paul Trachtman and all their associates.

Respectfully submitted,
John W. Ewell, Chairman
Publications Committee

Library Open Wednesday Evenings

Horticultural Hall will be open for the Plant Clinic on Wednesday evenings in July and August. Therefore the Library will also be able to be open until 7:00 p.m. these evenings. Do come and find food for thought as well as for plants!

REPORT OF THE PRESIDENT

1975 was a good year by many standards. From the financial point of view we had \$30,271 excess of revenue over expenses. In the last four years we have succeeded in saving \$235,000 over our expenses. Actually 1975 was the year of these four in which we saved the least. This was deliberate. Our debt to the bank was paid off, our debts to our suppliers were more current, so we felt we could spend some money for improvements. Some went into this building — visibly in the front entrance — less visibly in the roof, and there is much more still to do here! We also invested in our magazine, Horticulture, which has been a substantial source of revenue for us in recent years, with the hope that by improving the magazine we could increase even further its contribution to the rest of the Society. The debate among the Trustees as to whether we should rely so heavily on the magazine was prolonged and very strenuous.

Our budget for 1976 shows \$54,000 excess of revenue over expenses.

From the point of view of Activities, this was a good year. The activities of the Society have been greatly expanded. To give a little perspective, in 1962 there were only 22 events for our members, in 1970 there were 55 such events. In 1975 there were about 80 such activities, plus nearly as many plant clinics and trips by the Plant Mobile to groups other than our own members. I will leave to the report of the Executive Director a fuller description of the improvements and innovations which have been made in this area. I will say that of the lectures I personally attended, of the courses I have taken, the quality has been very high.

The Society was recognized this year by some outstanding awards. We received an award from the Boston Society of Landscape Architects for the design of the Spring Show. This was almost entirely the work of Bill Thompson, who deserves our congratulations and praise for his efforts.

We also received for the magazine some very flattering awards which Mr. Ewell will tell you more about in a few minutes.

As a result of all these good things, it is nice to be able to say that membership in the Society from a year ago until now has increased from 6300 to over 7000.

By all of these criteria, this past year has been a good year.

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MHS CALENDAR OF EVENTS

FALL 1976

exhibitions

Harvest Show: Fall gardens, vegetable exhibits, flower arrangements depicting the textile industry and a formal bonsai show. Oct. 14, 15, 16 and 17. Admission \$1.

Christmas Fair: Exhibitions and sale of Christmas greens, crafts, decorations and gifts. Holiday decorating with greens and flowers. Refreshments available. Dec. 2, noon to 7; Dec. 3, 10 to 7; Dec. 4, 10 to 4. Admission \$1.75.

special events

Forcing Workshop: Allen Haskell, the well-known nurseryman, will join us for an informal question and answer period about forcing plants for bloom. This workshop is ideally suited for people participating in the Spring Flower Show. Bring a sandwich. Beverages will be provided. Sept. 14 (Tues.); noon to 2 p.m. Advance registration required. Free of charge. Horticultural Hall.

Plant Sale: A wide assortment of unusual indoor and outdoor plant material available at reasonable prices. The Plant Mobile will be on hand to advise on gardening questions. Sponsored by the Taylor Greenhouse Committee. Sept. 16 (Thurs.); 10 to 2. Taylor Greenhouse, Waltham. Admission 50¢ at the door.

Flower Arranging for Everyone: All-day workshop to serve as an introduction to methods of flower arranging. Exhibits, lectures and demonstrations. The student will make an arrangement to take home. All materials provided. Bring a sandwich. Beverages will be supplied. Sponsored by the Flower Arranging Committee. Sept. 21 (Tues.); 10 to 3. Horticultural Hall. \$8.50 members; \$11 nonmembers.

Library Exhibit: Water Color Flower Painting: Eudoxia Woodward will display some of her work as well as show the materials that are used to create water color paintings. The month of October.

Symphony Lecture/Luncheon Series: Lunch and wine provided. Horticultural Hall Library at 11:30 a.m. Over in time to go to the Symphony. Series price: \$15 members; \$18 nonmembers.

Oct. 8: **Irish Gardens** by Barbara Brooks Walker.

Nov. 12: **Thomas Jefferson and the Romantic Landscape** by Eleanor M. McPeck.

Dec. 3: **Gardens of the Pacific** by Mrs. Erastus Corning.

Members Reception/Lecture: How Plants Get Their Names. Plants are named and renamed according to formal rules and regulations approved internationally by botanists—often to the layperson's amusement. Our speaker, Morton Loewenthal, will take a humorous look at this situation. Oct. 20 (Wed.). Reception to begin at 4:30. Lecture to begin at 6:00. Horticultural Hall. Advance registration is required. Free of charge for members.

Lecture: The Philadelphia Flower and Garden Show: An illustrated lecture on the 1976 show with the main emphasis on the Horticultural Classes for individual exhibitors. The speaker, Julie Morris, is one of the Pennsylvania Horticultural Society staff who works with the Horticultural Classes Committee. Oct. 26 (Tues.); 10:00 a.m. Horticultural Hall. \$3 members; \$5 nonmembers.

Library Exhibit: Colonial Garden Plants: Dr. Gordon DeWolf will recreate the cultivated plant material of this time through a display of english herbals, early gardening books and catalogues along with recent works. The month of November.

classes/courses

Edible Plants: This expertly illustrated course will stress the identification of the more readily available edible plants growing wild in the New England area as well as their modus operandi. Sept. 15, 22, 29 (Wed.); 7 to 9. Horticultural Hall. Albert Bussewitz. \$12 members; \$18 nonmembers.

Basic Indoor Gardening: An introductory and comprehensive course for the serious indoor gardener. Topics to be discussed include: light (both natural and artificial), humidity, temperature, watering, soils, fertilizing, and pest and disease control. As a special feature, there will be propagation workshops in which the student will not only learn to plant seeds and take cuttings but will also have the opportunity to increase his plant collection. Sept. 16, 23, 30, Oct. 7, 21 (Thurs.); 7 to 9. Horticultural Hall. Fred Ritzau. \$20 members; \$25 nonmembers.

Canning, Preserving and Pickling: A practical course in the basic methods of home canning, preserving and pickling. The students will make preserves and jellies, canned vegetables and fruits, and sweet and dill pickles to take home with them. Food and equipment will be supplied. (A \$7.50 materials charge is part of the fee.) Sept. 17, 24, Oct. 1, 8 (Fri.); 10 to noon. Horticultural Hall. Julie Stone. \$26 members; \$31 nonmembers.

Where to Begin as a New Gardener: Orientation for the novice outdoor gardener with special reference to autumnal procedures. Taught in the instructor's garden. Sept. 21, 28, Oct. 5, 12, 19 (Tues.); 10 to noon. Newton Highlands. Elinore Trowbridge. \$25 members; \$30 nonmembers.

Practical Gardening I: Fall work, bulbs, soil and propagation will be taught in the instructor's garden. Bring a sandwich. Beverages will be provided. Sept. 23, 30, Oct. 7 (Thurs.); 10 to 3. Dover. Kathryn Taylor. \$30 members; \$36 nonmembers.

Woody Plants for the Landscape: A look at trees and shrubs that grow in city parks and gardens with an eye toward residential landscaping. Sept. 23, 30, Oct. 7, 14 (Thurs.); 4 to 6. 1st meeting: entrance to the Mt. Auburn Cemetery. Dr. Gordon DeWolf. \$20 members; \$24 nonmembers.

Photography Workshop: A day in the field with a professional photographer/naturalist. Previous knowledge of photography is helpful. Bring your equipment and a sandwich. Beverages will be provided. Oct. 2 (Sat.); 10 to 3. Raindate Oct. 3. Arnold Arboretum. Albert Bussewitz. \$6 members; \$8 nonmembers.

Woody Plant Propagation: An illustrated lecture explaining all phases of woody plant propagation. Oct. 5 (Tues.); 7:00 p.m. Horticultural Hall. Albert Fordham. \$4 members; \$5 nonmembers.

Mushrooms: An introduction to the common New England mushrooms. Illustrated lectures, workshops and a field trip will acquaint the student with methods of identification and cookery. Oct. 6, 20, 27, Nov. 3 (Wed.); 7 to 9; Oct. 17 (Sat.); 10 to noon field trip. Horticultural Hall. Margaret Lewis. \$20 members; \$25 nonmembers.

Greenhouse Gardening I: Essential factors for healthy plant growth in a small greenhouse. Oct. 12, 19, 26, Nov. 2 (Tues.); 10 to noon; Nov. 9 (Tues.); 10 to 3 field trip. Taylor Greenhouse. Kathryn Taylor. \$30 members; \$36 nonmembers.

Flower Arranging: A beginner's course stressing techniques, mechanics, and design. Basic plant material provided. A supply list will be furnished upon registration. Oct. 13, 20, 27 (Wed.); 5:30 to 7:30. Horticultural Hall. Flower Arranging Committee. \$12 members; \$18 nonmembers.

Begonias: The cultural requirements and propagation techniques of this diverse family of exotic plants will be examined. Oct. 28 (Thurs.); 10 to noon OR 7 to 9. Horticultural Hall. Corliss Engle. \$4 members; \$5 nonmembers.

Water Color Flower Painting Workshop: A general course in water color technique, using flowers that are available in the greenhouse as the subjects. Their form, color and the process of making a personal interpretation will be considered. There will be instruction in the mixing of colors, the use of brushes, composition and design, and the exploration of various types of paper. A previous knowledge of painting or drawing is desirable. A list of suggested materials will be furnished upon registra-

tion. Oct. 28, Nov. 4, 11, 18 (Thurs.); 9:30 to 12:30. Taylor Greenhouse. Eudoxia Woodward. \$20 members; \$28 nonmembers.

Pests and Diseases—Woody Ornamentals: A consideration of insect and disease problems related to woody ornamentals. Controls and their usages will be recommended. This course is intended for the home gardener. Informal discussions and workshop approach using microscopes for detailed study. Handbook will be provided. Nov. 1, 8, 22, 29 (Mon.); 7 to 9 OR Nov. 2, 9, 23, 30 (Tues.); 9:30 to 11:30. Suburban Experiment Station, Waltham. Herbert Fordham, Elsie Cox. \$20 members; \$28 nonmembers.

Contemporary Flower Arranging: Techniques, mechanics and design will be emphasized with suggestions for incorporating household and woodland objects into floral arrangements. Basic plant material provided. A supply list will be furnished upon registration. Nov. 2, 9, 16, 23 (Tues.); 9:30 to 12:30. Newton. Natalie Wolf. \$20 members; \$28 nonmembers.

Ikebana, Japanese Flower Arranging: In this beginner's course featuring the Sogetsu School, the upright and slanting styles will be taught. Plant material provided. A supply list will be furnished upon registration. Nov. 3, 10, 17 (Wed.); 9:30 to 12:30. Dedham. Mabel Maria' Herweg. \$15 members; \$21 nonmembers.

Ikebana, Japanese Flower Arranging: In this beginner's course featuring the Sogetsu School, the upright and slanting styles will be taught. Plant material provided. A supply list will be furnished upon registration. Nov. 3, 10, 17 (Wed.); 5:30 to 7:30. Horticultural Hall. Mabel Maria' Herweg. \$12 members; \$18 nonmembers.

Horticultural Botany Series: Designed to expand the gardener's understanding of the plant world. The series will be held at the Margaret C. Ferguson Greenhouses of Wellesley College. Package price: \$125 members; \$165 nonmembers.

Basic Botany I: Nov. 4, 11, 18, Dec. 2, 9, 16 (Thurs.); 7 to 9 OR Nov. 5, 12, 19, Dec. 3, 10, 17 (Fri.); 10 to noon. Dr. Harriet Creighton. \$36 members; \$48 nonmembers.

Basic Taxonomy: Jan. 5, 12, 19, 26, Feb. 2, 9 (Wed.); 7 to 9 OR Jan. 6, 13, 20, 27, Feb. 3, 10 (Thurs.); 10 to noon. Dr. Gustav Mehlquist. \$36 members; \$48 nonmembers.

Indoor Horticulture: Jan. 6, 13, 20, 27, Feb. 3 (Thurs.); 7 to 9 OR Jan. 7, 14, 21, 28, Feb. 4 (Fri.); 10 to noon. William Joseph Jennings. \$30 mem-

bers; \$40 nonmembers.

Basic Botany II: Feb. 24, March 3, 10, 17, 24, 31 (Thurs.); 7 to 9 OR Feb. 25, March 4, 11, 18, 25, Apr. 1 (Fri.); 10 to noon. Dr. Harriet Creighton. \$36 members; \$48 nonmembers.

Plant Identification: Apr. 28, May 5, 12, 19 (Thurs.); 6 to 8 OR Apr. 29, May 6, 13, 20 (Fri.); 10 to noon. Dr. Harriet Creighton. \$24 members; \$32 nonmembers.

Colonial Garden Plants: Always the same, yet forever new—fashions in plants and gardens are constantly changing. Many of the garden plants of Colonial New England are still with us. Some are cultivated as they have been for centuries. Others are to be found along roadsides and around old cellar holes. The New England doorway garden, the English Cottage Garden, and the stately herbaceous border are intrinsically related. Nov. 17 (Wed.); 10:30 a.m. Horticultural Hall. Dr. Gordon DeWolf. \$4 members; \$5 nonmembers.

Find and Design Dried Flowers: Here is an opportunity to make an arrangement from dried flowers of field and garden for your Thanksgiving table. Plant material provided. A supply list will be furnished upon registration. Nov. 19 (Fri.); 9:30 to 12:30. Dedham. Mabel Maria' Herweg. \$7 members; \$9 nonmembers.

tours

Worcester Tour: An all-day bus tour to Worcester. An opportunity to visit private city and country gardens, the Worcester Horticultural Hall and the opening of the Dahlia Show. Bring a sandwich. Beverages will be supplied. Guide: Mrs. Harlan T. Pierpont. Sept. 16 (Thurs.); bus to leave Horticultural Hall at 8:45 a.m. Expected return 5 p.m. \$9 members; \$12 for their guests.

Gleaning in the Cranberry Bogs of East Sandwich: A bus tour to Cranberry Bogs, where the morning will be spent picking cranberries to take home. Our hosts are Dr. and Mrs. Chester Cross. Dr. Cross will give a lecture during lunch. There will be a nature walk in the afternoon. Bring a sandwich and a basket for the cranberries. Beverages will be provided. Oct. 5 (Tues.), raindates Oct. 6 and 7. Bus to leave Horticultural Hall at 8:45 a.m. Expected return 5 p.m. \$9 members, \$12 for their guests.

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As for the future, there are three points I would like to recommend for particular consideration. I believe we are on the right course and should continue to increase our cooperation and communication with the other plant societies; we should structure our courses to lead to a degree or certificate in horticulture that is acknowledged and recognized; we should increase the usage of this building with more shows, better lecture facilities and at some time a store.

There are a number of people who are leaving us at this time who have worked very hard for this Society.

Roger Cheever, our Executive Director, last winter announced his desire to return to Harvard for his degree in Landscape Architecture. He will be leaving at the end of June.

Roger, in the year and a half he has been here, has accomplished many things. He felt strongly about advancing the educational aspects of this Society and as a result we have made great strides in this direction. I am sure he will continue this interest and the Horticultural Society will be among the beneficiaries of his efforts.

Mrs. John Storey is leading a committee of five trustees in search of a new director. The person for whom we are looking should have proven experience in finance, administration, communication and marketing and be able effectively to organize and run all the various activities of the Society. If he or she should also be an expert horticulturalist, that would indeed be perfect. With the help of a professional executive search firm Mrs. Storey's committee has already interviewed some candidates and will soon be interviewing others.

Others who have gone off the Board are Mrs. Derderian, who resigned last fall because she was away so much of the time that she felt she could not be an effective member. Mr. Coggeshall is leaving after serving well as Chairman of the Committee on Prizes. Mr. Ewell served for several years as Treasurer and then as Chairman of the Publications Committee. He has been a very active and hard working member of this Board. I am sure that he will continue his interest in this Society and in Horticulture magazine. Mr. Ames is leaving the role of active Trustee to become an honorary Trustee. He was elected Assistant Treasurer in 1957. He became Acting President in 1966 and was President from 1969 to 1971. He has devoted many years of dedicated service to this Society and

deserves our sincerest thanks for his contributions.

During the year five new members were elected to the Board of Trustees:

Mrs. Josiah H. Child
Mr. I. W. Colburn
Mr. W. Robert Mill
Mr. Ernest Frawley
Dr. Harriet Creighton

And at the Trustees' meeting earlier this afternoon we also elected:

Mr. Alexander Heimlich
Mr. James Crockett
Mrs. Natalie Wolfe
Mr. Davis Dassori

I am sure that each of these members will make significant contributions to the Board and to this Society.

The new officers elected at the Trustees' meeting are:

Mrs. John Storey, *President*
Mr. Frederick L. Good, *Treasurer*
Mr. W. Robert Mill, *Vice President*
Mr. Rodney Armstrong, *Vice President*
Mr. Edward N. Dane, *Secretary*
Mr. Kennett Burnes, *Clerk*

I have every confidence that this new administration will lead the Society to a position of greater influence, greater authority, and greater usefulness to its members and to the community.

I would like now to express my thanks so genuinely deserved to the staff, the Trustees, and those interested friends who have been responsible for what success we have had in the last two years.

Thank you.

Respectfully submitted,
Willard P. Hunnewell

May 3, 1976

1975 Garden Awards

Special Awards of Merit —

Mr. and Mrs. Robert Ross, Nonquitt
Mr. and Mrs. Julian Underwood,
Nonquitt

Garden Certificate —

Mr. and Mrs. Foster Trainer,
Duxbury

Wakefield Award for the Small Garden —

Dr. and Mrs. Edward H. Robertson,
Nonquitt

Silver Medal —

Dr. and Mrs. Greer McBratney,
South Dartmouth

Gold Medal —

Allen C. Haskell, New Bedford

Officers and Trustees 1976-1977

OFFICERS

Mrs. John C. Storey — *President*
W. Robert Mill — *Vice President*
Rodney Armstrong — *Vice President*
Frederick L. Good, III — *Treasurer*
Edward N. Dane — *Secretary*
Kennett Burnes — *Clerk*

TRUSTEES

Mrs. Stephen Bobo
Mrs. Josiah H. Child
I. W. Colburn
Dr. Harriet B. Creighton
James Underwood Crockett
F. Davis Dassori, Jr.
Mrs. Ralph P. Engle
Ernest D. Frawley
John W. Goodrich
Erik H. Haupt
Mrs. Hugh Hencken
Alexander I. Heimlich
Joseph Hudak
Willard P. Hunnewell
Mrs. Robert C. Knowles
Joseph W. Lund
Edward H. Osgood
George H. Pride
Edward L. Stone
Mrs. Henry S. Stone
John L. Wacker
Mrs. Samuel Wolcott
Mrs. Leo E. Wolf

HONORARY TRUSTEES

Oliver F. Ames
Harold D. Stevenson
Dr. Donald Wyman

1975 Exhibition Awards

The John S. Ames Trophy —
Allen C. Haskell

The Albert C. Burrage Gold Vase —
The Stone Acacias

Standing Committees 1976-1977

EXECUTIVE COMMITTEE

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New Director Appointed

The Board of Trustees has the pleasure of announcing the appointment of Clifford deBaun of Milton as Executive Director of the Society.

He is a graduate of Dartmouth in Public Administration and Naval Engineering with a Certificate of Studies from the State University of New York in site planning, construction engineering, and horticulture. He has a varied and interesting work experience combining his long-standing horticultural interest with a very successful business career in the real estate field. Clifford deBaun founded a nursery and landscape design business in 1952.

He worked for 3 years as a project coordinator for Skidmore, Owings, and Merrill where he initiated the concept of land planning for industrial parks. After 4 years as Administrative Manager of Curtis and Davis Architects and Engineers, he was Chief of Project Management for Charles Luckman and Associates in charge of the Boston Office, for the construction of the Prudential Complex. He also initiated the development of a planning, architectural and engineering office for the design and construction of major hospitals and commercial projects.

As general managing partner in Synergetics Development Company, he is the Director of Operations for urban renewal parcels, environmental impact reports, site planning, marketing, public relations, and presentations to tenants, agencies, and the media. He coordinates 20 groups: financial, legal, planning and governmental to achieve profit objectives.

He founded Trees for Boston, was chairman of Milton Conservation Committee, member of the Back Bay Association, V.P. of the Boston Architectural Commission, and member of the Save the Elms Committee.

We feel that in addition to his managerial, financial, marketing and public relations abilities, he will bring a mixture of objectivity and commitment to this job. He has had enough of the New York experience to convince him that Boston is a city of the size and tempo that he wants. Having achieved success in his business career, at the age of 55 he intends to devote the balance of his working life to the pursuit of his cultural interests.

JULY-AUGUST 1976

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SATURDAY FIELD TRIPS 9:00 a.m. — 2:30 p.m. Sept. 25 Oct. 9

FOR ADDITIONAL INFORMATION WRITE EITHER

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